

# Ann Arbor SPARK

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## Organization

- **Merger** of Washtenaw Development Council and SPARK
- **Public – Private partnership** among academia, business, government, and not-for-profit organizations
- **Governed** by a dynamic board of directors
- **Led** by superior caliber employees, consultants, and volunteers
- **Stakeholders include:** universities, businesses, state and local governments, regional innovation focused membership organizations

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## Mission Statement

- SPARK will be the *driving force in establishing the Ann Arbor Region as a desired place for business expansion and location*...by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.

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## Governance

- The **Executive Committee** of the Board may exercise all the powers and authority of the Board in the management of the business and affairs of the corporation
- The **Administrative Committee** shall be responsible for finance, fundraising, marketing, development of an annual budget, financial reporting and oversight, overseeing the annual audit of the financial results by independent certified public accountants
- The **Municipal Committee** shall be responsible for matters relating to business development, fostering a favorable business environment in the region
- The **Business Development Committee** shall be responsible for matters relating to attraction, retention and expansion of both established and nascent, innovation-based businesses

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## What's Driving this Effort?

- Michigan / Ann Arbor region's declining relative economic performance
- Ann Arbor region has the assets needed to achieve desired economic results
  - ✓ Educational Institutions
  - ✓ Talent / Workforce
  - ✓ Infrastructure
  - ✓ Innovation / High Tech Base
  - ✓ Quality of Life

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## Community Economic Development Vision

- Desired Employment/Business Growth
- Desired Population Growth
- Rising Per Capita Incomes
- Below Average Unemployment Rates
- Infrastructure capacity to support business growth
- Region defined by commuter patterns
- Region defined by "Innovation Networks"
- Innovation Pipeline and Business Accelerator for the State of Michigan

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## Community Goals

### By the year 2010:

- Double the number of innovation focused companies
- Triple the number of innovation focused jobs
- Be known as the Midwestern hot spot for innovation focused events
- Become known as a national center for talent development
- Earn a reputation as one of the nation's best regions for innovation based business creation and growth

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## Key Definitions (SPARK's point of view)

- **Innovation defined:** Innovation refers to those activities that rely on research and development leading to inventions, patents, and the production of new products and services.
- **Regional Innovation Network (Michigan SmartZones):** Multi-stakeholder, economic development organizations established to: facilitate connectedness between non-contiguous geographies; accelerate the commercialization of innovation based businesses; provide access to commercialization services, universities, private companies, researchers, and investors.

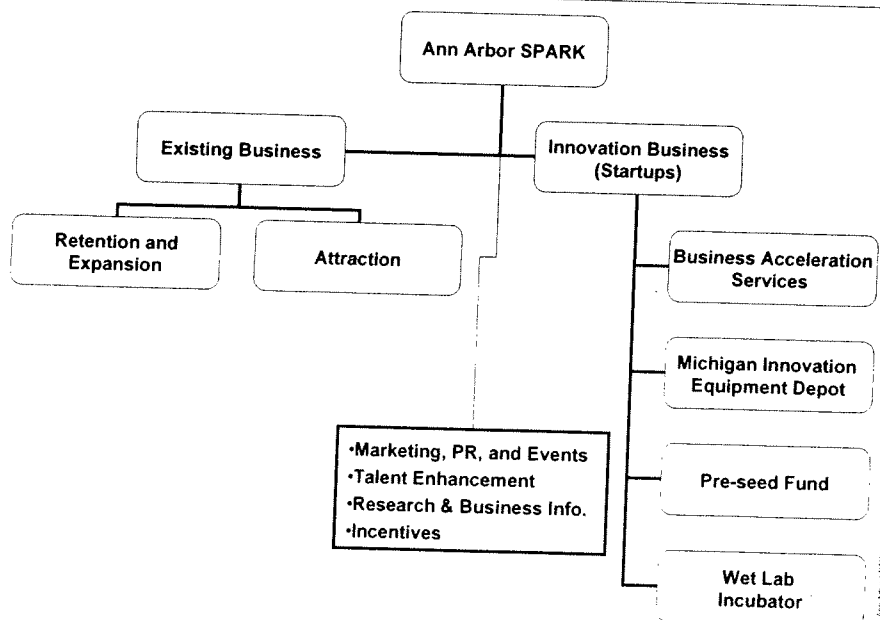
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## Targeted Industry Sectors

- Life Sciences
- Alternative Energy
- Advanced Automotive Manufacturing and Materials
- Homeland Security and Defense
- Printing and Publishing
- IT / Software
- Optics / Measurement

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## Organization



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## Retention and Attraction

The **SPARK retention and attraction** team knows the region thoroughly and can help you find what your business needs to grow. Our services include:

- Site searches for available industrial and commercial buildings
- Database of employers that is continually updated and expanded
- Access to business, educational and community resources
- Provision of business costs, demographics and other statistical data
- Multilingual community and business materials
- Community tours and introductions to business leaders
- Facilitate requests for lab equipment for start-up Life Science companies

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## Business Accelerator

**SPARK's Business Accelerator** is designed to shorten the time required to reach commercialization, attract capital, and secure customers

### Services

- Intensive One-on-One Coaching
- Business-Critical Introductions
- Market research and competitive analysis
- Intellectual property validation
- Talent needs assessment and recruitment
- Business plan review and assistance
- Review product plans, validation steps, and regulatory issues
- Attraction of funding

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## Michigan Innovation Equipment Depot

The **Michigan Innovation Equipment Depot (MIED)** was developed in conjunction with Pfizer Global Research and Development, MichBio, and Michigan's SmartZones to provide "high value" equipment to life science start-up companies throughout Michigan

### Partner organization responsibilities

- **Ann Arbor SPARK** serves as program administrator and is responsible for receiving donated equipment and instruments, providing warehouse facilities, and distributing items to the companies
- **Michigan SmartZones** are responsible for due diligence of the companies and their requests
- **MichBio** evaluates requests to determine best use of equipment for the benefit of Michigan's fast growing life science sectors

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## Michigan Pre-Seed Capital Fund

The **Michigan Pre-seed Capital Fund** was established in partnership with Michigan SmartZones to provide access to capital for high-tech start-up companies and to position them for external investment

### Eligibility

- Competitive edge technology sectors; Life Sciences, Advanced automotive, manufacturing or materials, Homeland security and defense, and Alternative energy
- Michigan based (or willing to relocate upon award of funds)
- Ownership or license to innovative technology
- Small business as defined by the United States SBA
- Evidence of follow-on investment or other revenue
- Completed business plan
- SmartZone sponsorship

**Investments** range from \$50,000 to \$250,000 from the fund, matched dollar for dollar with investment partners. Total fund \$8 million.

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## Wet Lab Incubator

**The Wet Lab Incubator** offers an opportunity to capitalize on the Ann Arbor region's life science research and commercialization capability. Ann Arbor SPARK proposes to lease and operate this facility for start-up ventures and new businesses associated with established firms

### Project Goals

- Improve the business climate for competitive edge technology companies in the Ann Arbor region
- Preserve valuable wet laboratory space
- Foster new life science start up businesses
- Retain and attract highly skilled talent, creating new high-wage employment opportunities
- Provide a competitive advantage to companies operating in the region
- Provide laboratory and related office space to promising early stage life science companies

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## Talent Services

### Companies

- Recruiting services to candidates through targeted job postings, partnership with Michigan Works!, and executive recruiters
- Workforce availability and compensation research
- Access to pool of CXO candidates

### Entrepreneurs

- Job/Co-founder/Advisory Board member postings
- Talent advisory services
- Training programs
- Access to pool of CXO candidates

### Opportunity Seekers

- Job postings and "Opportunity Blasts"
- Career Change Boot Camps
- Networking events

### Community

- Strategic workforce research and planning
- University graduate talent attraction and retention programs

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## Collaboration

- **Michigan Pre-seed Fund (\$8 million)**
  - SmartZone Network
  - Angel Groups
  - Michigan Venture Capital Association
- **Michigan Innovation Equipment Depot (\$1.25 million)**
  - SmartZone Network
  - MEDC
  - MichBio
  - Pfizer
- **Talent Enhancement**
  - Michigan Works, (ETCS)
  - Washtenaw Community College
  - Eastern Michigan University
  - University of Michigan
  - Ypsilanti Chamber of Commerce
  - Ann Arbor Chamber of Commerce

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# Detroit Free Press

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## MICHIGAN'S HIGH-TECH HOPE



**Ann Arbor's economy shines**

Ann Arbor's economy is shining, with a strong focus on high-tech industries. The city is attracting significant investment and talent, leading to a robust job market and economic growth. This success is attributed to the city's collaborative efforts with various stakeholders, including the SmartZone Network, MEDC, MichBio, and Pfizer, as well as educational institutions like Washtenaw Community College and Eastern Michigan University.

## Economic hot spots



### How Ann Arbor compares

| Category          | Ann Arbor | Detroit  | Grand Rapids | Lansing  |
|-------------------|-----------|----------|--------------|----------|
| Population        | 350,000   | 900,000  | 200,000      | 400,000  |
| Median Income     | \$45,000  | \$35,000 | \$40,000     | \$38,000 |
| Unemployment Rate | 4.5%      | 8.5%     | 5.5%         | 6.5%     |
| High-Tech Jobs    | 15,000    | 10,000   | 12,000       | 8,000    |



**Go ahead for an underdog**

The person holding the 'GO' sign is part of a campaign to promote Ann Arbor's economic growth and high-tech industries. The campaign aims to attract investment and talent to the city, highlighting its unique strengths and collaborative efforts.